BEEF | TODAY

2012 EDITORIAL CALENDAR

BEEF**TODAY**.com

January: Nutrition
The importance of cow/calf nutrition.
(Ad Orders Close November 21, 2011)

Mid-February: Forage
Feed/forage options, forage management and equipment.
(Ad Orders Close January 2, 2012)

Early Spring: Genetics
Preparing for breeding season.
(Ad Orders Close February 13, 2012)

Late Spring: Animal health
Focus on cow and bull health.
(Ad Orders Close March 19, 2012)

September: Marketing
Calf marketing options and what to do with cull cows.
(Ad Orders Close July 16, 2012)

October: Animal health
Focus on calf and feeder health.
(Ad Orders Close August 20, 2012)

November: ATV, Facility equipment
Facility planning and other equipment to help around the ranch.
(Ad Orders Close September 17, 2012)

December: Pasture Management
Gear up for grazing season
(Ad Orders Close October 29, 2012)

IN EACH ISSUE:

- **Cattle Healthline**
  Animal health information and readers' animal health questions are answered by veterinarians.
- **Out to Pasture**
  Editor Emeritus Steve Cornett provides his unique perspective to issues the industry is facing.
- **Cattlemen's Notebook**
  Short, useful information on a number of topics such as animal health, nutrition, genetics, marketing, forage management and others.

Farm Journal MEDIA